SUNSET SHOPPING SAVES

THE Sunset Dispatch

GUARANTEED CIRCULATION 3500 copies weekly

Volume III | Sunset District, San Francisco, Thursday, September 25, 1924 | No. 51

QUEEN TO BE CHOSEN FOR MERCHANTS CARNIVAL

PLANS FOR MERCHANTS CHRISTMAS CAMPAIGN OUTLINED; TO START OCTOBER 18TH

Who is your favorite for Queen of the Sunset Merchants big Carnival to be held on Friday evening, December 19th? Choose your favorite, send in your votes to the Sunset Dispatch, Coupons will be printed in this paper starting next week, to be sent in to the Queen Contest manager of the Sunset Merchants Association. A beautiful surprise is to be given to the girl who procures the most votes in this queen contest. Watch next weeks paper for further details.

At a general meeting of the Sunset Merchants Association, held at the Irving Cafeteria, on Tuesday night, plans for the coming Christmas carnival and campaign were completed, with the exception of the list of prizes which are to be given away by the merchants, has not yet been decided upon, but the people of this district will be notified thru the Sunset Dispatch, of the prizes which will be given away on the night of the carnival.

This campaign is to start on Saturday, October 18th, when the first tickets can be procured from the merchants of this district who get in on the proposition. These tickets will be given with each 25c purchase the same as last year. The drawing will take place on the night of the street carnival, December 19th. Besides the drawing for the prizes, a street parade for the kiddies will be held, prizes being given to the best original costumes, a street dance will be held at Ninth avenue and Irving street, with music furnished by a big band.

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WHATEVER is made in gold and silver by the foremost jewelry manufacturers and experts can be bought here at prices that always savor of economy.
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Sunset 2870.

SUNSET REAL ESTATE AND DEVELOPEMENT ASS'N. DANCE PUT OFF

The dance of the Sunset Real Estate and Developement Association, which was announced to be held on Saturday evening, September 27th, at Foresters Hall, 1365- Tenth avenue, has been postponed to a later date, due to the future date made by the San Francisco Real Estate Board's dance and big doings at the Palace Hotel, making it hard for the realtors in this district as well as any other district to atend his affair of the Sunset association.

Watch the Sunset Dispatch for the date for this dance, and be ready to set the date aside for this big dance.

Lewis Furniture Co. Opening Huge Success

The Lewis Furniture Company, which has located at 700 Irving St., for the past two years, has opened its new and up-to-the-minute furniture store at 1326 Ninth avenue.

W. C. Lewis, manager of this fine store, also president of the Sunset Merchants Association, was the recipient of many beautiful floral pieces, and bunches of beautiful flowers, and othere presents sent to hime by the merchants and his friends in this district.

The official opening was held o afterooon and evening, and these beautiful flowers were placed on display in the window of the store, finishing the fine display of furniture and house furnishings placed there earlier in the day.

This new store was constructed by Cox Bros., and is one of the finest stores of its kind in this city

Mr. Lewis was moved into the new store on Saturday by the Sunset Express Company, and worked all day Sunday until late that night in order that the opening of this fine place would not be delayed. The electric fixtures wer put in on Monday and the painters completed the work of decorating on Saturday.

Congratulating were handed down to Mr. Lewis by many who visited the new store on Monday evening, and the crowds which were at hand to see the beautiful display of furnishings.

PIT RIVER NO. 3 DEVELOPEMENT DESCRIBED BY YOUR EDITOR

By Alfred G. Kull

To those who have followed the story written by the Editor, Alfred G. Kull, which has been running in the Sunset Dispatch for the past few weeks, this week I am describing the Pit number 3 power development project.

The Pit River number 3 developement will 108,000 horsepower installed capacity and about 400,000,000 kilowatt hours per annum to the system of the Pacific Gas and Electric Company. This will represent an increase of about 23% in the entire system kilowatt-hour output for the year 1923 and will bring the installed capacity of the Pit River and Hat Creek plants to 236,000 horsepower, or 44% of the total hydro capacity of the system.

The Pit River number 3 Developement begins about two miles below Peck's Bridge. At this point a diversion dam, 112 feet in height from foundation level to the crest of the spillway, is being constructed. This dam, when completed will form a reservoir having a total capacity of 35,000 acre-feet, extending upstream nine miles to the proposed Pit No. 2 power house. The surface of this reservoir will be 50 feet vertically above the floor of Peck's Bridge, which will be supplanted by a beautiful three-span concrete arch bridge on top of the dicersion dam. The new highway required to replace the portion of the existing road which will be flooded was completed in the fall of 1923.

The diversion dam will be of the concrete overflow type, having a spillway portion 270 feet long capable of passing floods of 70,000 second feet capacity, without overtopping the ends of the dam. This is twice the miximum flood yet recorded. In order to prevent erosion of the stream bed when floods are passing over the crest, an extensive apron will be constructed below the dam. Near the downstream end of the apron there will be placed a group of affle piers designed to absorb the greater portion of the energy of the swiftly moving water. Thr sluice gates each seven feet square, will be placed near the bottom of the dam to unwater the reservoir, should this ever become necessary.

The water will be diverted thru a 19 foot diameter concrete-lined tunnel 21,230 feet long, the intake being located on the right bank 300

(Continued on Page 2 Co. 2)

THE SUNSET DISPATCH THANKED BY W. LEWIS

Mr. Kull,
Sunset Dispatch, 1400-8th Ave.
San Francisco, Cal.
Dear Mr. Kull:

I wish to take this opportunity of thanking you for the wonderful support given by your paper, and the well wishes extended to me at the opening of my new store. Also thru your columns I wish to thank the many friends who through their thoughtfulness made the opening last Monday such a happy and successful day. Their floral offerings and the wishes for success I know will go a long way in the upbuilding of my building.

Once again thanking you all and assuring you that I appreciate every thing done, I beg to remain,

Yours very truly
W. C. Lewis.

Corporation To Build New Theatre in Sunset

The formation of the Golden State Theatre Corporation, capitalized at $1,600,000, which will build and organize a chain of theaters throughout Califronia, was announced last week.

Robert A. McNeil, youngest of San Francisco motion picture "pioneers," though he has been active in the industrey for tweny years, is president of the new corporation.

McNeil is also president of twelve theater corporations and holds the office of vice-president or treasurer

(Continued on Page 5 Col. 1)

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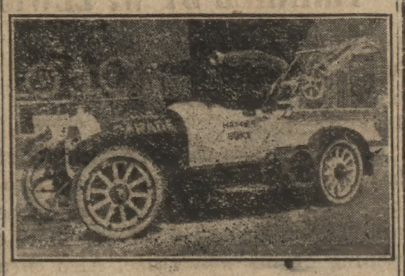

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We Make A Specialty Of Banquet Orders

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LAGUNA P. T. A. TO MEET ON OCT 1st, AT SCHOOL

The regular meeting of the Laguna Honda P. T. A. will be held Wednesday, October, in the school auditorium, at 1:30 p. m.

Miss Jebb will speak on flowers, and the flower market.

All interested are invited to attend After the meeting, refreshments will be served. Mrs. C. Josue will preside at this meeting.

Get CUNHA'S Tamales and Enchilades at O'Looney's Delicatessen, 723 Irving street.

PIT RIVER EXCURSION

(Continued from Page 1)

feet upstream from the dam. The intake structure will contain two large cast iron headgates 8 feet wide by 18 feet high, with an extensive screen or grizzly placed just upstream from the gates, to prevent floating debris from entering the tunnel.

The first section of the tunnel emerges to the surface at Rock Creek Crossing, 8,700 feet below the intake. This short section, 230 feet in lenghth, will be constructed as a 19 foot diameter reinforced concrete trestle, so that the inside of the tunnel and pipe will form a continuous conduit of uniform cross-section. In order that no power be allowed to go to waste, provision will be made to divert the waters of Rock Creek into the tunnel, by constructing a small diversion dam across the creek, from which a pipe will carry the water to the tunnel.

From Rock Creek the tunnel continues 12,300 feet to the lower portal on the hill above the power-house site. An adit is provided to facilitate tunnel driving at a point 4,640 feet below Rock Creek.

Watch next weeks issue for further information regarding this big project.

TO BE CONTINUED NEXT WEEK

EPISCOPAL CHURCH

Eleventh Avenue and Irving St.

The Rev. Williston M. Ford: Rector

Church School ....9:45 a. m.
Services 11 a. m. & 7:45 p.m.
Psychology Class 1st and 3rd Sunday, 8 p. m.

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While the building we now occupy is being remodeled we are going to close out our entire stcok of Dry Goods, Mens Furnishings, Womens, Childrens and Infants wear.

A fine opportunity to get your Winter Woolens, Rain Capes, Umbrellas as well as household linens and piece goods at attractive prices.

It will pay you to look them over!

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Sunset Dispatch

Published Every Thursday
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Corner Judah Street
by the
JOURNAL PRESS
Phone SUNSET 4090
ALFRED G. KULL, Editor

Nuggets of Pure Gold are easily found in the Classified Columns.

CLASSIFIED ADS

LARGE Furnished front room fro rent, 1240-11th avenue, Phone Sun-

FOR Rent, 4 light sunny hsekpg. rooms, 1264-12th Ave. Sunset 935

FOR RENT, Sunny front room in private home. Board if desired. call Sunset 2972.

DUCK HUNTERS ATTENTIO, For Sale, Winchester 12 Ga. Pump Gun, fine for Ducks, $20. 1296a Ninth avenue, Phone Sunset 1061

GRAY ENAMEL, pink corduroy-lined Oriole, like new. reas. Sun. 528

FOR SALE, Boston Terrier, male, 1 year 3 mo. old, 32 Taraval Street.

FORD ROADSTER, 1920, $85. Ford Speedster, fenders, windshield, top, $75; Sunset Garage, 1349-9th Ave. set 6910

LOST, Orange Persian Cat. Liberal Reward, Phone Bayview 3242.

HIGH SCHOOL BOY wants job after school and Sat. will do anything, Sunset 2300, 1334-10th Avenue.

SEWING, to take home, ladies, child rens-alterations, Box 337 Sunset Dispatch, 1400-8th avenue.

CAPABLE WOMAN wants few hrs. work after 3 p. m. General housewk. or care for children. Sunset 1009

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WE REPAIR Watches, Clocks and Sewing Machines. A. Strausbach, 1368-9th Ave. Sunset 2593.

VACUUM CLEANERS

Apex Sweeper Vacuum Cleaner for rent, 75c a day, delivered and called for, also office for housecleaning. Market 7635, 730 Stanyan street.

STREET CAR HITS SEVEN TON MORTAR TRUCK

Mortar, Mortar, everywhere, but none good enough to be used. That is what can be said of a load of mortar which was scattered from one block to the other on 9th avenue near Pacheco, on Wednesday morning. A street car hit a mortar truck carrying 7 tons of the white lime, and scattered it for a block, also tying up traffic on the number 6 carline for an hour.

Polytechnic Parent Teachers Association held its regular meeting in the school Mondayl afternoon, September 15th, at 2 p. m. Moss Gail Laughlin gave a most instructive talk on Legislation. At the next meeting October 20, a reception is to be held for the freshman mothers

BERT E. LaRUE HAS PRIZE DAHLIAS IN YARD

Bert LaRue, 1247-9th avenue, believes in keeping his yard looking spick and span at all times, he also makes it a practice to see that he plants prize winners when he plants flowers.

LaRue recently won prizes on his dahlias, which were raised in his back yard, at the dahlias show held at the Palce Hotel, and won a beautiful silver medal for the best in the novice class. He also received honor able mention, and a second and a third prize.

LaRue claims it is just as easy to win prizes for a little time spent in cultivating the yard, as it is to have it litered up with tin cans and weeds.

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350 Pairs of Ladies Dress and Walking SHOES

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September 25-26-27 Only

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CHURCH NOTES

The monthly Young Peoples Fellowship service will be held at the Episcopal hurch, 11th avenue and Irvisg stret, next Sunday, September 28th, at 7:45 p. m. Visitors will be very welcome, with no age limit.

A whist social will be given in the Church Hall on Friday October 3rd at 8 p. m. score cards selling for 25 cents. All friends and newcomers are cordially invited

If you do not get The "Sunset Dispatch" regularly, call up Sunset 4090 and let us know, as we want everyone in the Sunset District to recieve one weekly.

We are sory to announce the passing of Mrs. Anah E. Waddell, wife of George H. Waddel, of Lindsay, Cal., September 21st. Mrs. Redman of 1283-6th avenue is a relative of the late Mrs. Waddell, and she leaves a husband, and two boys. The body was taken care of by the Sunset Funeral Chapel.

A whist party is to be held in St. Annes Hall, Thursday evening, October 2nd. Score cards will be 25c. Many valuable prizes. Mrs. T. B. Cronin is the chairlady of the affair.

PATRONIZE—the advertisers of The "Sunset Dispatch".

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For the convenience of the Public
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WELCOME !

U. S. World Flyers

Dr. Mina Palmer, graduate of the Palmer school of Chiropractic, at Davenport Iowa, and know as the foremost school of chiropractic methods, now has offices at 604 Irvnig street, apartment 4, where she is ready to receive patients mornings and evenings, or by appointment.

A new instrument has been perfected by B. J. Palmer, heda of the school bearing his name, called the "Neurocalometer" which locates the exact point of desease and Dr. Palmer is one of the first to have this wonderful instrument installed in her office. She has offices in the Golden Gate Theatre Bldg, as well as in this district.

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SUNSET GIRL MARRIES

St. Annes Church was the scene of a charming wedding held on Sunday September 7th, when Miss Claire R. Miskel, daughter of Mr. and Mrs. L. Miskel, was marired to Mr. John Robert Donohue of this city.

The wedding took place at 4 p. m. Rev. Father Kelly officiating. Immediately following the wedding, the bridal party and relatives were entertained at dinner in the St. Germain.

The bride was attended by her cousin Miss Eunice Reddy and the groom by Mr. Dewey Benn. Mr. and Mrs Donohue left for Las Angeles and on their return will reside in the Sunset District.

FARM JOURNAL SAYS

Make no mistake—the flapper who says, "Ask mother" means "no."

—

Surplus capital is the thing the lack of which we haven't got nothing else but.

—

Something every woman has to decide for herself: which ice cream flavor.

—

We never really understood what was the matter with China till we took up this mah-jongg game. Now we know.

—

Centuries of experiments in clothing have failed to give woman a suitable place to strike a match to light the kitchen range.

—

Why must people go to Europe for the mud baths, while the Missouri river flows right through the middle of the U. S. of A.?

—

Uncle Levi Zink says he put up a scarecrow so efficient that it not only scared off every crow that saw it, but one crow was so frightened that he brought back the corn he had stolen three days before.

THE

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PARNASSUS CHAPTER VISITED BY GRAND WORTHY MATRON AND PATRON

September 4th was the date and the Asylum in the Masonic Temple, the place, where Parnassus Chapter in conjunction with Richmond Chapter, Yerba Buena Chapter and Harmony Chapter, received the Grand Matron on her official visit to these Chapters. From the standpoint of the exemplification of the beautiful work performed by these Chapters and the splended attendance, the evening was a pronounced success. We all enjoyed meeting our Worthy Grand Matron and our Worthy Grand Patron andl listening to their interesting addresses.

September 18th, was the night set aside for our Star Points, Warden and Flag Bearer. Parnassus Chapter room was filled to its capacity. The large number of Associates of these various officers who responded by their attendance, indicated the popularity of these officers. As the Worthy Matron, Star Points, Warder and Bearer appeared in new evening gowns of a rose pink shade, the Brothers of the Chapter not to be outdone, appeared in rose pink neckties thus completing the color scheme.

A beautiful program followed, after which a banquet was held in the beautifully decorated banquet hall, with Mrs. Ida E. Heacock presiding, with her splendid committee.

NUGGETS

Don't shout hallelulah till you land where the ground won't slip from under your feet.

—

Sometimes an earthquake uncovers a gold mine—but don't go to praying for earthquakes!

—

Just when we start in to preserve the forests, the candidates are "burning the woods."

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OCEANSIDE COMMUNITY COUNCIL ENDORSES BOND ISSUE

At a meeting of the Oceanside Community Council held Tuesday evening, September 16, 1924, J. J. Calish, presiding, the following resolution was unanimously adopted:

WHEREAS, City Engineer O'Shaughnessy, in a statement to the Board of Supervisors, advised that $10,000,000 was urgently required and absolutely necessary to tunnel and other construction to bring the Hetch Hetchy water to San Francisco; and

WHEREAS, The Board of Supervisors, after careful investigation, has recommended that the $10,000,000 be provided, and has placed the matter before the citizens of San Francisco, to be voted on at the Bond election to be held on October 7, 1924: therefore,

RESOLVED, That the Ocean side Community Council, in meeting assembled, does hereby endorse the said bond issue, and lrges it members to vote in favor of this bond bond issue for $10,000,000.

PARNASSUS CHAPTER BAZAAR AND COUNTRY STORE TO BE NEXT THURSDAY

A cordial invitation has been extended to the people of the Sunset district, to attend tthe anual Bazaar and Country Store, to be held by Parnassus Chapter, at Parnassus Masonic Temple, 9th avenue and Judah street, and Thursday night, October 2nd. Many beautiful articles will be found at this affair which will be suitable for Christmas gifts for a very reasonabl price. Plenty of good east will be found at the Country Store. Be sure to be there.

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IMPORTED DELICACIES
SUPERIOR DELICATESSEN
Salads, Cooked Goods
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LUNCHES SERVED

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SUNSET 3062

Officer Bond, who is stationed in this district, is back on the job after a two weeks vacation in the northern part of the state.

CUNHA'S TAMALES and ENCHILADES served at PETE'S Lunch Counter, 747 Irving street.

MINA PALMER, D.C., Ph.C.
CHIROPRACTOR
604 Irving St., Ph. Sunset 4473 — Hours 8 to 10 a.m. - 7 to 9 p.m.
606 Golden Gate Theatre Bldg. — Hours 10:30 a.m. to 1 p.m. - 2 to 6 p.m.
PALMER GRADUATE — NEUROCALOMETER SERVICE

MISS LOIS LAKE
DANCING CLASSES FOR CHILDREN, MONDAY AFTERNOONS, 3:30 P. M.
PARNASSUS HALL
Ninth Avenue and Judah Street
Junior Classes in Ballroom Dancing, Fancy Dancing and Private lessons arranged for upon application.
Res. 1264-16th AVENUE PHONE SUNSET 916

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NEAR 12th AVENUE
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Open for Business
Saturday, Sept. 27th
with a full line of dependable mens, boys and childrens
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A better Shoe for Less Money than anywhere else
I can sell for less because I own my own building and pay no rent

Up to date Machinery
Fine Equipped Shop
35 Years Experience

First Class Shoe Repairing
At Reasonable Prices

MILES THE SHOE MAN
1046 Irving Street Nr. 12th Ave.

(Continued from Page 1)

and director in seven other companies, operating altogether fifty theaters throughout California.

The corporation which he leads as president, and the theaters which they operate, follow: Sunset Theatre Palmer, Excelsior, Broadway Amusement Company, Oakland, Oregon and California Amusement Co., Palace, and other East Bay houses; San Pablo Theater Co., nc., Rialto, Oakland; Pacific States Theater and Realty Co,, a holding company; East Bay Theaters, nc., San Leandro and Hayward; Consolidated Theater and Royal and Polk; West Oakland Theaters Co., Inc. Lincoln; Golden State Theater and Realty Corporation. McNeil is vice-president of the following: Alameda Theater Co,, Strand and Rialto, Alameda; Merced Theater Co., Merced; Tulare Theater Co. Tulare, Oakland and San Francisco Theater Co., State, Oakland; T and D Junior Enterprises. He is treasurer of the Monarch Theater Co., Inc., Monarch, Elmhurst and of the Monterey Theaters Co., operating the Strand, Star and Monterey in that City.

McNeil and his associates built the new Lyceum Theater in 1920, later selling it to the present owners.

It will be remembered by the residents of the Sunset, that this is the Corporation which is to build the new theatre in this district on Irving street between 14th and 15th aves.

Now that the Corporation has been formed, the construction of the building will be started in the very near future, according to the present plans.

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if your battery fails to start your car; because—
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you need our expert attention. Go to the phone and call up—
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his meat on our scale to the fraction of a pound. No short weights here—no short quality either. Steaks, chops and roasts of the taste-like-more kind
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821-829 Lincoln Way

Sunset 164

PERSONALS

Mr. Peter L. Brown still retains his office as secretary of the Sunset Cabinet.

H. M. Bruce, mechanic at the Sunset Garage, is sporting a new Hudson Speedster.

A. H. Cohen, Realtor, still has a few more sand lots in this district for sale, from $375 to $550.

J. W. Stryker, salemanager for Sala & Sala, is back on the job after spending a week in San Diego visiting his parents.

Edward J. Brown, of Lawton St., is again seen in the district after being absent sometime, going to Santa Cruz.

While riding on his bicycle, Thos. H. Kearns, 10 year old son of Dr. Thos. Kearns, dentist, with offices at 935 Irving street, he fell off to the street, and broke his left arm.

Buhman & Rivers, lontrartors and builders, have just completed a pair of flats on Lincoln Way near 17th avenue, they intend to build another pair of flats next door to those just finished.

In regard to the rumor that she is retiring from business, Mrs. Dunbar, of 742 Irving street, says that while the idea of a complete rest is very attractive, she has not definitely made up her mind as yet. In the meantime, she is closing out her entire stock at very attractive prices.

Mrs. Ella G. Thomson has moved into her new $20,000 home, just completed by Jas. Arnott & Son, at the corner of 44th avenue and Irving street.

This home is the finest in this particular neighborhood, has a thatched roof, and is of English architecture.

Mr. Joseph T. Curley of the city attorney's office and Thos. P. Mulcahy, chairman of the Democratic County Central Committee, attended the meeting of the Democratic State entral Committee, held at Sacramento on Tuesday, September 16, Both are prominent members of the Sunset Cabinet and boosters for the Sunset District.

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PARK-PRESIDIO DISTRICT BRANCH	Clement St. and 7th Ave.
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